



# Creating Your Social Media Strategy: A Workshop

Museums and the Web Conference  
Philadelphia  
April 6, 2011  
9am–12:30pm

**Lord**  
Cultural Resources

**LaPlaca Cohen**  
Cultural Audience Solutions

## **Agenda**

- Introductions
- Five Steps to Social Media Implementation
- Social Media Best Practices
- Break
- Breakout Session 1: Social Media Successes and Challenges
- Culture Track 2011
- Break
- Breakout Session 2: Developing Your Social Media Strategy
- Conclusion

# Introductions

# **Five Steps to Social Media Implementation**

## Social Media

### Implementation and Success in Your Institution

- Build awareness, encourage literacy, and support access.
- Create a collective approach.
- Set aside the necessary resources.
- Develop and work the plan.
- Manage expectations.

Step 1:  
Awareness

Build **awareness**, literacy, and access

*Social media is not just for kids; it is for everyone.*

- Get your staff, board, and volunteers using it.
- Improve internal communications.
- Create networks for staff, volunteers, and alumni.

## Step 1: Literacy

Build awareness, **literacy**, and access

*Help people learn the language and understand its meaning.*

- Create a FAQ.
- Create a Glossary of Terms.
- Get people using the lingo.
- Offer training in groups or 1-on-1.
- Post resources on the network or intranet.

## Step 1: Access

Build awareness, literacy, and **access**

*Remove barriers to participation.*

- WiFi and Internet access are critical.
- Streamline policies and procedures:
  - Legal.
  - Human Resources.
  - Curatorial.
  - Rights and Reproductions.
  - Visitor Services.
  - Security.
- Change attitudes through . . .

## Step 2

### Create a collective approach

*It takes village.*

- Inter-departmental.
  - Curatorial.
  - Education.
  - Public Relations and Marketing.
  - Operations / Visitor Services.
  - IT.
- Inter-disciplinary.
- Inter-generational.

## Step 3

### Set aside the resources

*Social media requires investment.*

- Time.
- Training.
- Infrastructure.
- Budgeting.
  - Online Advertising / Promotions.
  - Production.
  - Maintenance.
  - Analytics.
  - Tools.

## Step 4

### Develop and work the plan!

*Planning is critical to long-term success.*

- Know your audience.
- Establish clear, attainable goals.
- Build your network with goals and mission in mind.
- Plan for evaluation from the start.
- Integrate a multi-platform roll-out.
- Develop standard operating procedures for long-term management.

## Step 4: Audience

Develop and work the plan!

*Planning is critical to long-term success.*

- Know your audience.
  - Work to further institutional audience development goals and target audiences.
  - Focus on those audiences you know are active online and involved with social media.
  - Select platforms that best connect you with your audience.
  - Don't be afraid to target niche audiences—that is what the Internet is for!

## Develop and work the plan!

*Planning is critical to long-term success.*

- Establish clear, attainable goals.
  - Good goals for social media:
    - Expand network of interested participants.
    - Deepen existing relationships.
    - Strengthen global connections.
    - Target niche networks.
    - Connect directly with visitors.
    - Increase awareness of programs, events, research and collections.
    - Generate “buzz.”
    - Enrich your brand with personality.
    - Improve tracking efforts and include in weekly / monthly reports.
  - Not so great goals.
    - Drive attendance.
    - Generate revenue (increase membership, merchandise sales, etc.).

### Step 4: Goals

## Step 4: Network

Develop and work the plan!

*Planning is critical to long-term success.*

- Build your network with goals and mission in mind.
  - Develop strategies to achieve your goals.
  - Pick the platforms, friends, and connections that are right for your organization.
  - Always be ‘mission-appropriate.’
  - Don’t re-brand your organization for social media.

## Step 4: Evaluation

### Develop and work the plan!

*Planning is critical to long-term success.*

- Plan for evaluation from the start.
  - Determine how to measure progress.
  - Begin collecting information from the beginning.
  - Collect both qualitative and quantitative metrics.
    - Statistics.
    - Success stories.
  - Invest in analytics.
  - Benchmark against similar organizations.

## Step 4: Platforms

Develop and work the plan!

*Planning is critical to long-term success.*

- Integrate a multi-platform roll-out.
  - Address how platforms coordinate and interact.
  - Devise strategies to keep messaging consistent, but unique.
  - Plan for testing, launch, and ramp-up.
  - Allow ample time for growth and development.

## Step 4: Procedures

Develop and work the plan!

*Planning is critical to long-term success.*

- Develop standard operating procedures for long-term management.
  - Anticipate likely situations and how they should be handled in advance.
  - Prepare for evolution, new technology, and new platforms.
  - Assign maintenance.
  - Allow for flexibility and growth.
  - Leave room for the next person.
  - Be patient.

## Step 5

### Manage expectations

*Deliver what people are anticipating and more.*

- Update managers and colleagues regularly.
- Develop a social media “dashboard.”
- Evaluate and refine strategies quarterly.

**Social Media:  
Best Practices  
and Notable Trends**

“First we shape our tools, and then they shape us.”

– Marshall McLuhan, *Understanding Media*

# Social Media Landscape

**SOCIAL MEDIA MONOPOLY**

*Mashable All That's New on the Web*

*Technorati*

<p>WI-FI COLLECT \$200 ↑ AS YOU PASS</p>	<p>f PRICE \$400</p>	<p>PayPal PAY \$75</p>	<p>t PRICE \$350</p>	<p>Technorati PRICE \$200</p>	<p>iPHONE PRICE \$200</p>	<p>YouTube Broadcast Yourself™ PRICE \$320</p>	<p>Mashable All That's New on the Web M! PRICE \$300</p>	<p>vimeo PRICE \$300</p>	<p>metacafe PRICE \$300</p>	<p>YOU'VE BEEN BACK-TRACED BY THE CYBERPOLICE</p> <p>GO TO MYSPACE GO DIRECTLY TO MYSPACE DO NOT PASS WI-FI. DO NOT COLLECT \$200.</p>
<p>foursquare PRICE \$280</p>	<p>iMAC PRICE \$150</p>	<p>CommLife PRICE \$260</p>	<p>DeFlood PRICE \$260</p>	<p>DROID PRICE \$200</p>	<p>flickr PRICE \$240</p>	<p>photobucket PRICE \$220</p>	<p>Technorati PRICE \$220</p>	<p>IMAGESHACK PRICE \$220</p>	<p>Wikipedia The Free Encyclopedia PRICE \$220</p>	
<p>LinkedIn PRICE \$60</p>	<p>Mashable All That's New on the Web Mi PRICE \$60</p>	<p>BuzzFeed PRICE \$60</p>	<p>zoompass PAY 10% OR \$200</p>	<p>HTC EVO PRICE \$200</p>	<p>REDDIT PRICE \$100</p>	<p>Technorati PRICE \$100</p>	<p>STUMBLEUPON PRICE \$100</p>	<p>digg PRICE \$120</p>	<p>MySpace JUST VISITING</p>	
<p>YAHOO! PRICE \$140</p>	<p>PC PRICE \$150</p>	<p>Google PRICE \$140</p>	<p>bing PRICE \$160</p>	<p>BlackBerry PRICE \$200</p>	<p>tumblr PRICE \$180</p>	<p>Mashable All That's New on the Web Mi PRICE \$180</p>	<p>WORDPRESS PRICE \$180</p>	<p>Blogger PRICE \$200</p>	<p>WORDPRESS PRICE \$180</p>	

## Content Is King

- Regardless of the medium, the message matters most.
- Every link, tag, tweet, and post is an opportunity to self-curate.
- Speaking with an authentic voice is the best way to engage audiences in a cluttered online environment.
- The social media landscape is constantly changing, but quality content transfers easily.

## Facebook: Facts

**Connect** and **share** with the people in your life.

- **Massive:** More than 600 million active users, of which 50% log in daily.
- **Connected:** 100 million of these users access Facebook through their mobile device.
- **Engaged:** Average user has 130 friends, writes 25 comments per month; active users can spend 55 minutes on the site per day.

## Twitter: Facts

Twitter asks “**what’s happening?**” and makes the answers spread across the globe to millions, **immediately.**

- **Nascent:** More than 200 million registered users (since ‘07) and growing at a rate of over 400,000 per day.
- **Engaged:** 55 million Tweets per day.
- **Brand/Trend Conscious:** Twitter’s search engine gets 600 million queries per day.
- **Content Driven:** A New York Times story gets tweeted every 4 seconds.

## YouTube: Facts

YouTube is the world's most popular online video community, allowing millions of people to **discover, watch** and **share originally-created videos**.

- **Massive:** 2 billion video views per day and 375 million unique visitors per month.
- **Engaged:** Average person spends 15 minutes on YouTube per day.
- **Global and Multilingual:** Google's automatic speech recognition technology can translate YouTube videos and create captions in 51 languages.
- **Proven in Culture:** 5 million views on Guggenheim/YouTubePlay channel.

“In the past, you were what you owned.  
Now, you are what you share.”

– Charles Leadbeater, Author of *We Think*



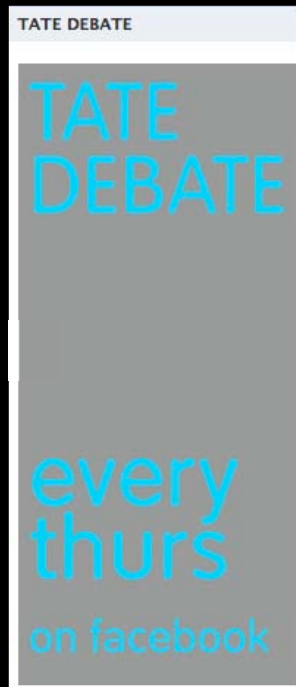
Best Practices:  
Primary Platforms



facebook®

## Forum for Discussion

Facebook



MUJBRIDGE  
TATE BRITAIN

**Tate** Come up with a question for the Great British Art Debate and see it on a London Bus!

The Great British Art Debate is all about art and identity. Does the art of the past say anything about the world of today? Should the public have a say about what goes into museums? Should art be good for you?

...

[See more](#)



**Great British Art Debate** The Great British Art Debate is a partnership project between Tate Britain, Tyne & Wear Archives & Museums, Norfolk Museums & Archaeology Service and Museums Sheffield. The Great British Art Debate is supported by The National Lottery through the Heritage Lottery Fund,...

Non-profit: **411 people like this.**

[See more](#)

📅 23 July at 10:03 · [Comment](#) · [Like](#) · [Share](#) · [Report](#)

👍 87 people like this.

💬 [View all 59 comments](#)

Write a comment...

## Collection Sharing

Facebook

 **News Feed** Top news · Most recent

What's on your mind?

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**The Metropolitan Museum of Art, New York** Featured Artwork of the Day (<http://www.metmuseum.org/feeds/artworkoftheday.aspx>).



**The Clenched Left Hand**  
[www.metmuseum.org](http://www.metmuseum.org)

The Clenched Left Hand, Auguste Rodin (1840–1917), French, modeled ca. 1885, this bronze cast in 1974. Bronze, H. 18–1/4 in. (46.4 cm); W. 10–3/8 in. (26.4 cm); D. 7–5/8 in. (19.4 cm.). The Metropolitan Museum of Art, New York, Gift of Iris and B. Gerald Cantor Foundation, 1984 (1984.364.13).

 36 minutes ago · Comment · Like · Share

 83 people like this.

 [View all 7 comments](#)



**Jess Richard Neff** I love the symbolism of the hand... the instrument of creation, the conduit of emotion, the image of god... I did not know this was a model for the Burghers of Calais (though I love the seperated scuptures across the East River in Brooklyn...) I never cease to find inspiration from the simple things this man did so well...

18 minutes ago · Like ·  2 people

## Collection Sharing: One step further...

Facebook



The image shows a screenshot of two Facebook posts from MoMA. The top post is dated 20 August at 15:04 and has 650 likes and 36 comments. The bottom post is dated 20 August at 11:24 and has 455 likes and 38 comments. Both posts include a profile picture of MoMA, a cover image, a title, a description, a link, and interaction buttons for comments, likes, shares, and reports.

**MoMA** **MoMA The Museum of Modern Art** A recently acquired poster illustrates the surprising links between comic books and the Hungarian avant-garde. <http://bit.ly/dw98BE>



**MoMA | MA at MoMA**  
bit.ly  
MoMA | MA at MoMA

20 August at 15:04 · Comment · Like · Share · Report

650 people like this.

View all 36 comments

Write a comment...

---

**MoMA** **MoMA The Museum of Modern Art** Check out this week's Five for Friday – it's a block party with MoMA masterpieces realized in the medium of Lego. <http://bit.ly/aYPKzp>



**MoMA | Five (and a Few) for Friday: I LEGO MoMA**  
bit.ly  
MoMA | Five (and a Few) for Friday: I LEGO MoMA

20 August at 11:24 · Comment · Like · Share · Report

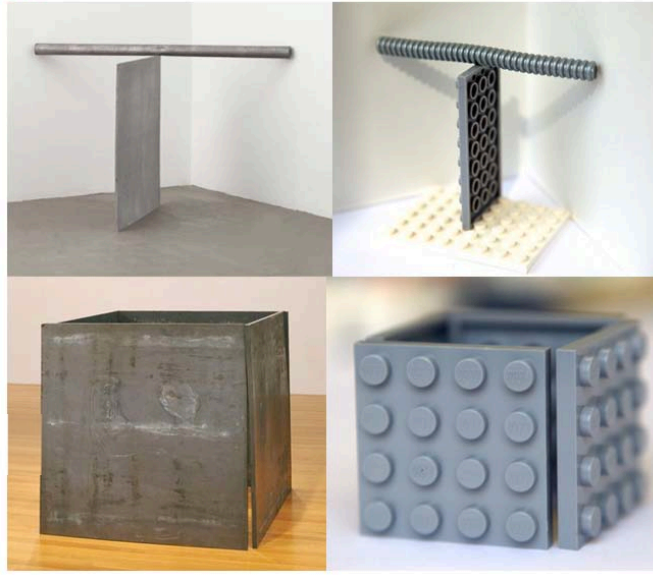
455 people like this.

View all 38 comments

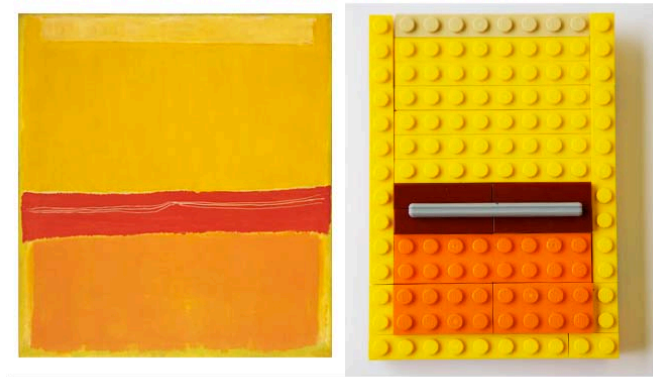
Write a comment...

# MoMA Lego

The obvious place to start is Richard Serra, with [Equal \(Corner Prop Piece\)](#) and [One Ton Prop \(House of Cards\)](#).



Finally, this charming rendition of Rothko's [No. 5/No. 22](#) was put together by John Wilson.



Forgive us, Glenn Lowry, Ann Temkin, and the Trustees of the Museum!

Facebook

# Engaging the Audience

Twitter

**GUGGENHEIM**

twitter

Home Profile Find People Settings Help Sign out

**Guggenheim**

Following @

Also followed by @harvartmuseums, @jerrysaltz, @MOBIAnyc, and 10+ others

Lists

Happy birthday artist Rufino Tamayo. Read more about his work "Heavenly Bodies" in our collection online: <http://ow.ly/2uCKH>

20 minutes ago via HootSuite

RT @ArtObserved: Don't Miss 'The Geometry of Kandinsky and Malevich' at the Guggenheim through September 7: <http://bit.ly/deLCd0>

about 21 hours ago via TweetDeck

Very cool! RT @fmssnr A series of #iPhone shots I took while playing around with my #Lego #Architecture #Guggenheim <http://bit.ly/cDJYfW>

about 23 hours ago via TweetDeck

Special Offer: Sign up for our E-News through September 6 and save 50% on the Haunted exhibition catalogue <http://ow.ly/2tqeT>

12:13 PM Aug 23rd via HootSuite

@blckdg You are welcome to share any links to animated GIFs in the comment field of our blog: <http://ow.ly/2sx73>

1:37 PM Aug 21st via TweetDeck

Name Guggenheim Museum  
Location New York City  
Web <http://www.guggen...>  
Bio Frank Lloyd Wright's architectural masterpiece home to a world-renowned collection of modern & contemporary art. Tweets by Francesca & Jiajia, External Affairs.

2,023 following 148,364 followers 5,267 listed

Tweets 1,432

Favorites

Lists

@Guggenheim/guggenheim-affiliates

@Guggenheim/contemplating-the-void

View all

Actions

block Guggenheim  
report for spam

You both follow

View all...

Following

## Online and Onsite

Twitter

twitter

We welcome your thoughts. Comments can be left at this kiosk, or if you use Twitter, *@reply brooklynmuseum* with your feedback.

Find out what others are saying at [www.brooklynmuseum.org/community](http://www.brooklynmuseum.org/community).

# #AskACurator

September 1st 2010



About How to ask? Who to ask? Hashtag

Follow  
[#askacurator](#)  
on Twitter



Ask a Curator  
around the world



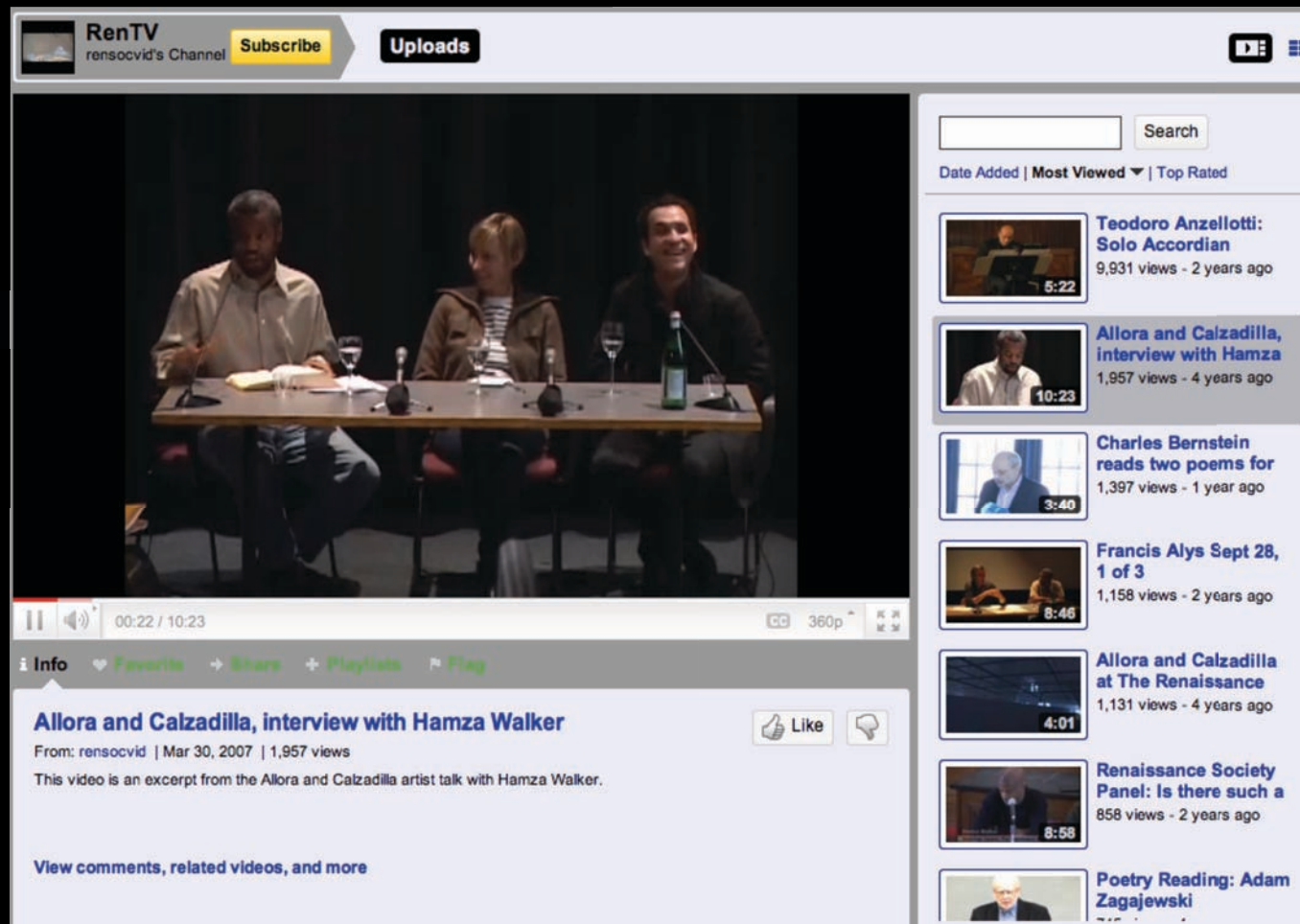
Get involved



Twitter

# Behind-the-Scenes Access

YouTube



The screenshot shows a YouTube video player interface. At the top left, the channel name is "RenTV" with the subtext "rensocvid's Channel" and a "Subscribe" button. To the right is an "Uploads" button. The video player itself shows three people sitting at a table with microphones and wine glasses. Below the video player is a control bar with a play/pause button, a progress bar at 00:22 / 10:23, and a resolution indicator for "360p".

Below the video player, the video title is "Allora and Calzadilla, interview with Hamza Walker". The description reads: "From: rensocvid | Mar 30, 2007 | 1,957 views. This video is an excerpt from the Allora and Calzadilla artist talk with Hamza Walker." There are "Like" and "Dislike" buttons to the right of the title.

On the right side of the page, there is a search bar and a list of recommended videos:

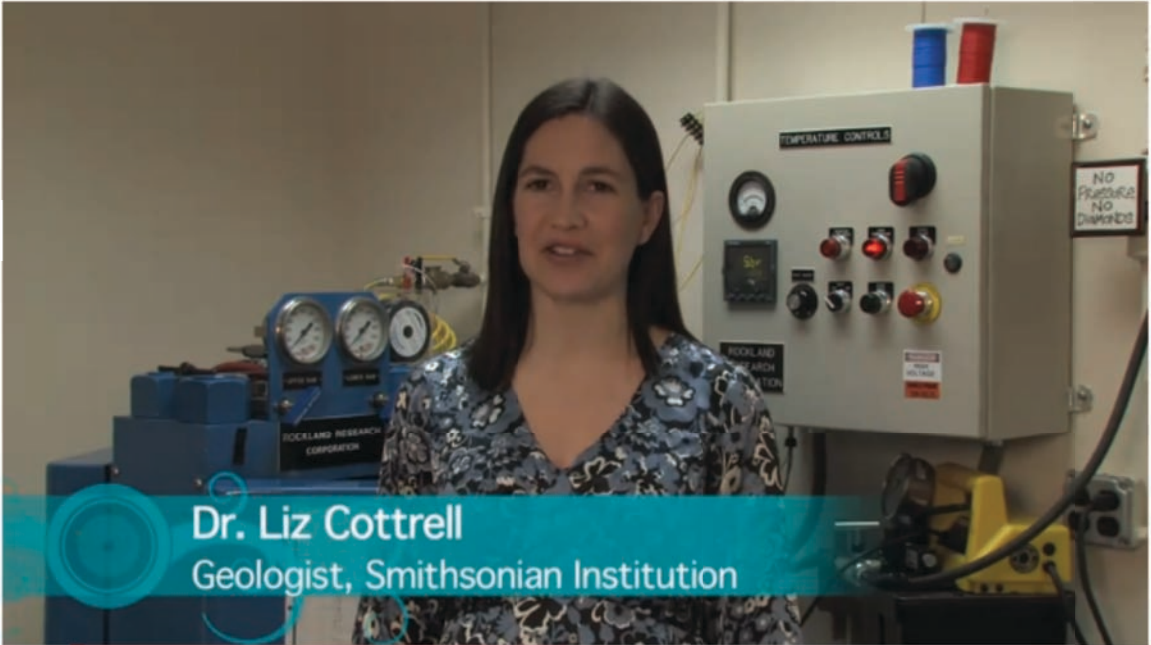
- Teodoro Anzellotti: Solo Accordion** (5:22) - 9,931 views - 2 years ago
- Allora and Calzadilla, interview with Hamza** (10:23) - 1,957 views - 4 years ago
- Charles Bernstein reads two poems for** (3:40) - 1,397 views - 1 year ago
- Francis Alys Sept 28, 1 of 3** (8:46) - 1,158 views - 2 years ago
- Allora and Calzadilla at The Renaissance** (4:01) - 1,131 views - 4 years ago
- Renaissance Society Panel: Is there such a** (8:58) - 858 views - 2 years ago
- Poetry Reading: Adam Zagajewski** (7:55) - 725 views - 2 years ago

## In-depth Interviews

YouTube

**Understanding the Japan Earthquake**

smithsonianNMNH 92 videos [Subscribe](#)



**Dr. Liz Cottrell**  
Geologist, Smithsonian Institution

0:12 / 3:36 480p 1911

Like Add to Share Embed

2,991

Uploaded by [smithsonianNMNH](#) on Mar 14, 2011

Smithsonian geologist, Dr. Liz Cottrell, discusses the March 11, 2011 Japan

22 likes, 0 dislikes

[Show more](#)

# From Physical to Online

YouTube

The screenshot shows a YouTube channel page for 'The Black List Project at Brooklyn Museum'. The channel name is 'bkmuseumblacklist's Channel' and it has a 'Subscribe' button. The main video player shows a man with glasses and a goatee wearing a green shirt, speaking. Below the video are controls for play, volume, and a progress bar at 0:04 / 2:10. The video title is 'bkmuseumblacklist's QuickCapture Video - March 26, 2009, 11:48 AM' with 1,847 views. To the right, there are two sections of video uploads. The 'Uploads (235)' section lists three videos, each with a thumbnail, title, and view count. The 'Brooklyn Museum Favorite Re... (97)' section lists three more videos with thumbnails, titles, and view counts.

**The Black List Project at Brooklyn Museum**  
bkmuseumblacklist's Channel [Subscribe](#) [All](#) [Uploads](#) [Playlists](#)

**Uploads (235)**

- bkmuseumblacklist's QuickCapture Video - 218 views - 2 years ago (1:26)
- bkmuseumblacklist's QuickCapture Video - 97 views - 2 years ago (0:33)
- bkmuseumblacklist's QuickCapture Video - 98 views - 2 years ago (1:15)

[see all](#)

**Brooklyn Museum Favorite Re... (97)**

- bkmuseumblacklist's QuickCapture Video - bkmuseum... - 639 views (1:19)
- bkmuseumblacklist's QuickCapture Video - bkmuseum... - 542 views (1:15)
- bkmuseumblacklist's QuickCapture Video - bkmuseum... - 1,663 views (1:09)

[see all](#)

**Video Player:** 0:04 / 2:10 240p

**Video Title:** bkmuseumblacklist's QuickCapture Video - March 26, 2009, 11:48 AM

**Video Description:** From: bkmuseumblacklist | Mar 26, 2009 | 1,847 views  
bkmuseumblacklist's QuickCapture Video - March 26, 2009, 11:48 AM

**Actions:** [Like](#) [Comment](#)

# Sharing the Experience

YouTube

The screenshot shows a YouTube channel page for 'iConfess at the MF' (MFiConfess's Channel). The main video player displays a man with glasses and a beard speaking. Below the video are navigation options: Info, Favorite, Share, Playlists, and Flag. The video title is 'MFiConfess - What's this all about?' with a 'Like' button. The description reads: 'From: MFiConfess | Dec 23, 2008 | 701 views. What does the Mattress Factory mean to you? Find out what some people think when the museum gives its visitors the chance publish their answers to YouTube directly from the museum lobby.' A link to 'View comments, related videos, and more' is provided.

**Uploads (669)**

- MFiConfess's webcam video March 26, 2011 (2 views - 1 day ago, 0:34)
- MFiConfess's webcam video March 26, 2011 (32 views - 1 day ago, 0:13)
- MFiConfess's webcam video March 25, 2011 (5 views - 2 days ago, 0:12)

[see all](#)

**Favorites (50)**

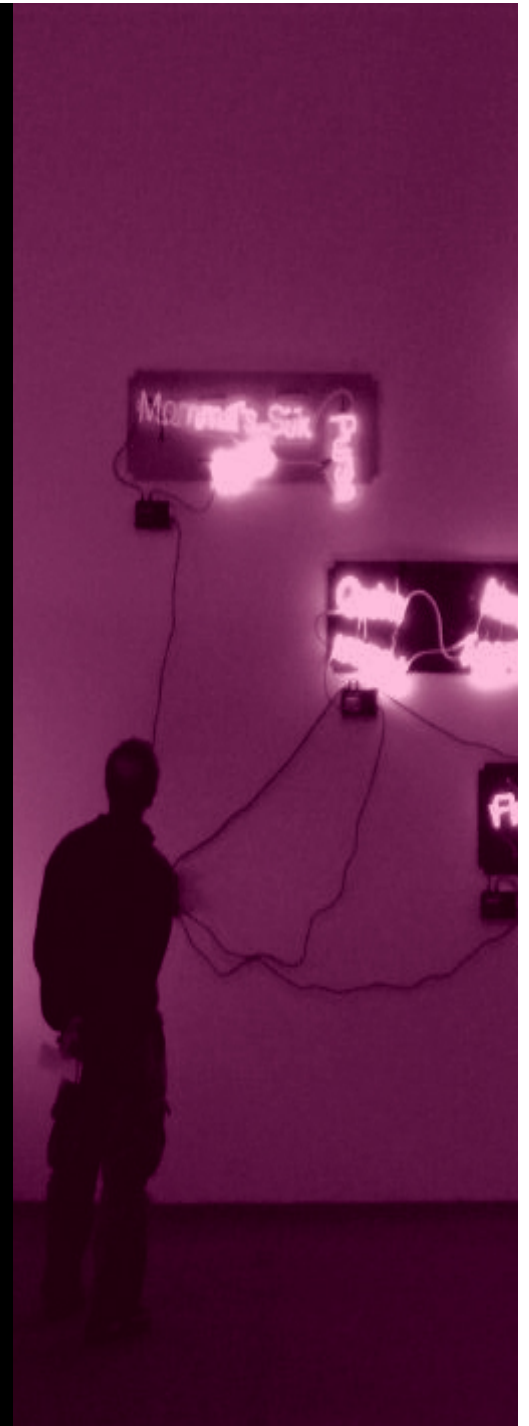
- MFiConfess's webcam video April 15, 2010, MFiConfess - 98 views (0:24)
- MFiConfess's webcam video April 20, 2010, MFiConfess - 41 views (0:57)
- MFiConfess's webcam video April 20, 2010, MFiConfess - 72 views (0:31)

[see all](#)

## **Secondary Platforms**

- Artbabble, Vimeo, UStream and other video sharing and livestreaming platforms.
- Iphone, Android and other mobile applications.
- Flickr, Picasa and other photo sharing platforms.
- Foursquare and other geo-location services.
- Kickstarter, Groupon, and other micro-fundraising services.

## Crowdsourcing & Audience Engagement



## Photo-contests



IT'S TIME WE MET

6:35 p.m. 19th-Century Galleries. Photo by Laura P. Russell via Flickr.



THE METROPOLITAN MUSEUM OF ART

metmuseum.org

THE METROPOLITAN MUSEUM OF ART

**GET CLOSER**

ENTER OUR NEW PHOTO CONTEST



# Public Programs

**Brooklyn Museum**  
Community: Target First Saturday: Shout (Out) Brooklyn!

Do you love *Target First Saturdays* and want to get involved? Are you curious about what goes into the programming? Maybe you have a musician you'd love to hear at the Brooklyn Museum or know of an undiscovered DJ with a unique sound.

Now, with the first-ever visitor-curated *Target First Saturday*, you have the power to share your passion and choose your favorite programming!


Over the past month, you helped us find performing artists who we think should relate to the Museum's long-term installation *Extended*. We're excited to announce that we've embraced communities united by shared values, identities, and interests. We received nominations and selected the top three in each category, and the winners will be featured in October.

<b>Film</b> 7 votes!	<b>Book</b> 5 votes!
<b>Performance</b> 2 votes!	<b>Music</b> 2 votes!
<b>Object of the Month</b> 2 votes!	<b>Hands-On Art</b> 1 vote!

**Thank You!**

Thanks, everyone, for participating! We are confirming your choices now. Check back soon at the *Target First Saturday* page for the official September lineup.

**DJ: DJ Herbert Holler**




DJ Herbert Holler has played at various nightclubs throughout New York City, most recently spinning a mix of New Wave, electronic, pop, and rock.

**Links**  
<http://www.myspace.com/djherbert>

**953 Votes!** [View Totals »](#)

**Film: Friends We Love**

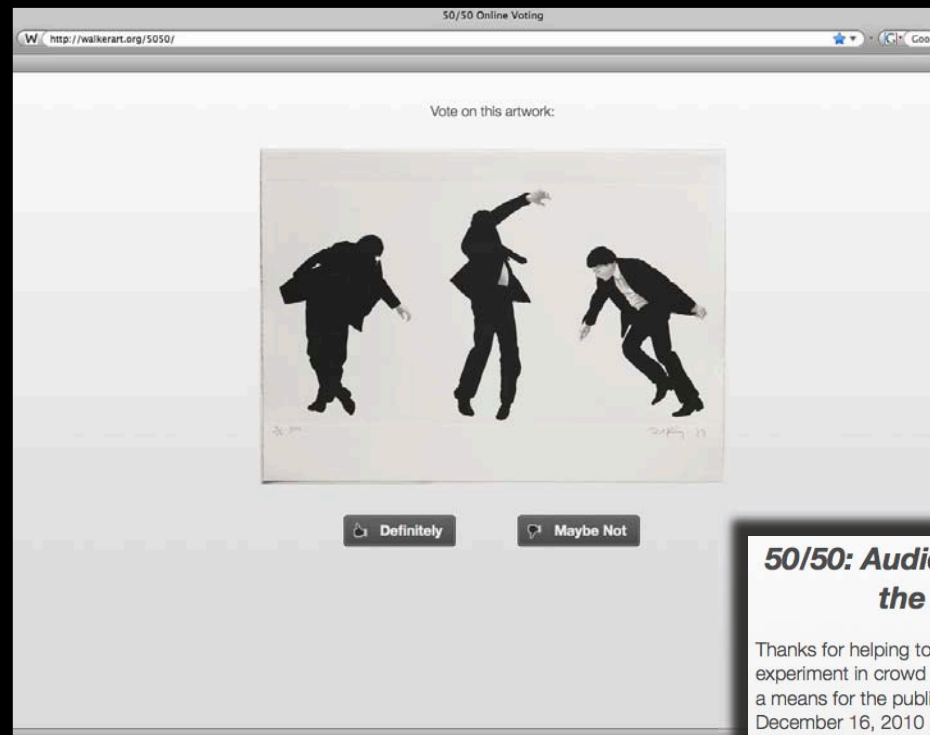


Created by filmmaker Mike Vargas and multimedia artist Moni Pineda, *Friends We Love* profiles artists and their creative processes, inspirations, and passions. This film screening will be a collection of short documentaries by *Friends We Love* artists.

**Links**  
<http://friendswelove.com/>

<b>Film</b> 1644 votes!
<b>Book</b> 188 votes!
<b>DJ</b> 2154 votes!
<b>Performance</b> 1029 votes!

## Exhibitions



### ***50/50: Audience and Experts Curate the Paper Collection***

Thanks for helping to select artworks for this exhibition. An experiment in crowd curating, a fresh view of the collection, and a means for the public to vote for their tastes, *50/50* opens December 16, 2010 at the Walker Art Center.

Anyone can vote on artworks through September 15, 2010. Works ranked highest by the public will hang in half of the Perlman Gallery, while selections made by Walker chief curator Darsie Alexander will fill the other half of the space.

[Show me an artwork →](#)

# Tag Tours

## Happy Hour

You don't have to wait until 5pm to access this happy hour. We searched through our collection to find works of art that feature wine, beer, and other libations. Check back frequently to see if we're running your special, although I doubt we'll have that Harver Wallbanger you're craving.



## Animals in Art

It's kind of like the Discovery Channel. Take a closer look at these works of art. What critters do you see? Notice how prevalent animals have been over time. We can't live without them. Or stop including them in our creativity.



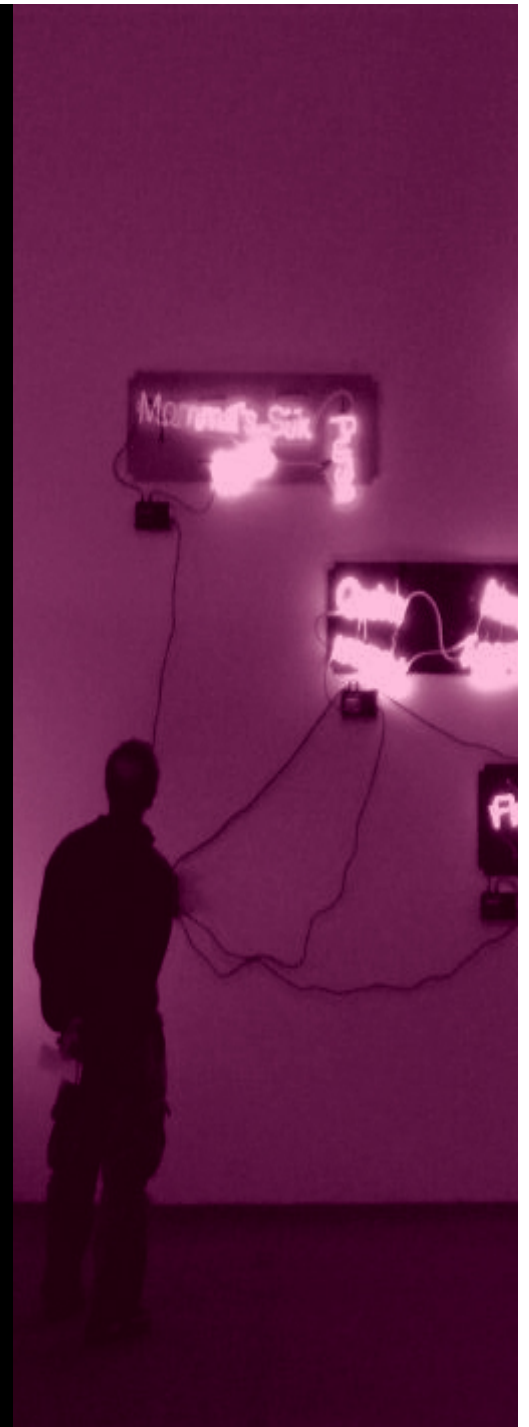
◀ Ives, James Merritt | *My Three White Kittens* ▶

## Indulge

Take a trip through this set of works to ripen your senses. It's all about the food. That's right - see it, smell it, taste it, and explore the art of food. Go ahead, don't be shy - indulge.



Online &  
On-site



# Stedelijk



**Stedelijk** Loads of Foursquare checkins on Museumplein 10 today, cool! Who'll be our first real Mayor and receive free entrance? <http://4sq.com/cXBoRD>

half a minute ago via web

# Foursquare

The screenshot shows the Foursquare website interface. At the top, the Foursquare logo is on the left, and navigation links for 'Jeff in New York, NY', 'Apps', 'Help', 'Settings', and 'Log Out' are on the right. Below the logo is a navigation bar with 'Me', 'History', 'Badges', 'Stats', and 'Friends'. A search bar is on the right of this bar. The main content area features a card for the 'Vancouver Police Museum'. The card includes a building icon, the name 'Vancouver Police Museum', an 'ADD TO MY TO-DO LIST' button, the address '240 E. Cordova Street near Gore St. Vancouver, Canada V6A1L3 (604) 665-3346', the Twitter handle '@policemuseum', a 'Like' button with a count of 1, and a map showing the location. Below the map are the categories 'Museum' and tags 'museum, special-offer, forensic science, morgue'. To the right of the museum card is a 'Mayor Special' banner with a yellow background and a gear icon. The banner text reads: 'Hey Hey! Show staff that you're the mayor and you will receive a 25% discount in our gift shop, plus free admission for yourself and a guest. Unlocked for the mayor'. Below the banner is a table with three columns: 'YOUR CHECK-INS' (0), 'TOTAL PEOPLE' (64), and 'TOTAL CHECK-INS' (97). At the bottom of this section is a blue 'Mayor' button with 'Last 60 Days' text to its right.

Jeff in New York, NY | Apps | Help | Settings | Log Out

Me | History | Badges | Stats | Friends | Search places, people and tips

**Vancouver Police Museum** + ADD TO MY TO-DO LIST

240 E. Cordova Street near Gore St. Vancouver, Canada V6A1L3 (604) 665-3346 @policemuseum

Like 1

Categories: Museum  
Tags: museum, special-offer, forensic science, morgue edit

**Mayor Special**

Hey Hey! Show staff that you're the mayor and you will receive a 25% discount in our gift shop, plus free admission for yourself and a guest. Unlocked for the mayor

YOUR CHECK-INS	TOTAL PEOPLE	TOTAL CHECK-INS
0	64	97

**Mayor** Last 60 Days

# Foursquare + Tips

# WHITNEY

Follow the Whitney on Foursquare

TIPS POPULAR RECENT

**Whitney Museum of American Art**  
Designed by Marcel Breuer, the Whitney Museum's current building opened in 1966. Jacqueline Kennedy attended the building on opening day.  
✓ 123 | February 3, 2011 | New York, NY

**Future Site of the Whitney Museum of American Art**  
This is the site of the Whitney Museum's future building in the Meatpacking District. The Whitney will break ground on the Renzo Piano-designed building in May 2011.  
✓ 78 | February 3, 2011 | New York, NY [More info](#)

**Former Location of Edward Hopper's First New York City Studio (1910)**  
Edward Hopper's proximity to the Queensboro Bridge led to the painting of the same title, created in 1913.  
✓ 75 | February 3, 2011 | New York, NY

**Former Location of The Whitney Studio Club (1918–1923)**  
Whitney Museum founder Gertrude Vanderbilt Whitney established the Whitney Studio Club in 1918 as a meeting space where young artists could create and exhibit their work and socialize.  
✓ 48 | February 3, 2011 | New York, NY [More info](#)

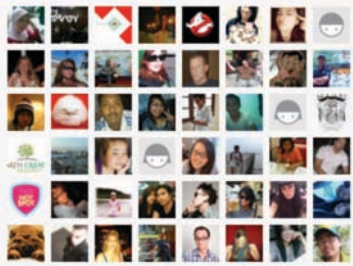
**Former Location of Edward Hopper's Studio (1913–1967)**

**FOLLOW WHITNEY MUSEUM**

The Whitney Museum houses one of the world's foremost collections of contemporary American art. Explore it all via tips from Whitney staff, or leave tips of your own! And if you're a true Whitneyphile, follow us on Foursquare and check in at Whitney-related locations around NY to unlock our badge.

[Find us on Twitter](#)  
[Find us on Facebook](#)  
[Follow us on Twitter](#)

**Followers**



plus 14858 more

# Foursquare + Metrics

[Venue Info](#) | [Venue Stats](#)

## STATS

View data from: Today | Yesterday | Last week | **Last 30 days** | Last 60 days | Last 90 days | All Time

### Key metrics

Overview of activity

Total Checkins	527
Unique Visitors	454
Sent to Twitter	25%
Sent to Facebook	21%
Men   Women	55%   40%

### Top Visitors

Users who have checked in the most

	<b>Brian</b> 10 checkins
	<b>Ken W.</b> 4 checkins
	<b>angus n.</b> <a href="#">@thekiwiguy</a> 3 checkins

### Most Recent Checkins

Most recent visitors

	<b>Marcus S.</b> <a href="#">@marcus_dragons</a> 1 checkin 8/26 (5:36AM)
	<b>Kate W.</b> 2 checkins 8/25 (3:02PM)
	<b>Jenna M.</b> 1 checkin 8/25 (2:34PM)
	<b>Alex Z.</b> 1 checkin 8/25 (2:31PM)
	<b>Paul</b> 2 checkins 8/25 (2:25PM)
	<b>Brian</b> 40 checkins 8/25 (12:51PM)
	<b>Hazel A.</b> 1 checkin 8/25 (1:53AM)
	<b>Travis T.</b> <a href="#">@travis_thomas</a> 1 checkin 8/24 (2:57PM)
	<b>Tejas P.</b> <a href="#">@jesta79</a> 1 checkin 8/24 (2:45PM)
	<b>Sam W.</b> <a href="#">@samwinnick</a> 1 checkin 8/24 (2:01PM)
	<b>Julia B.</b> 1 checkin 8/24 (1:19PM)
	<b>Victoria B.</b> 1 checkin 8/24 (11:00AM)

### All Checkins

Detailed listing of all checkins

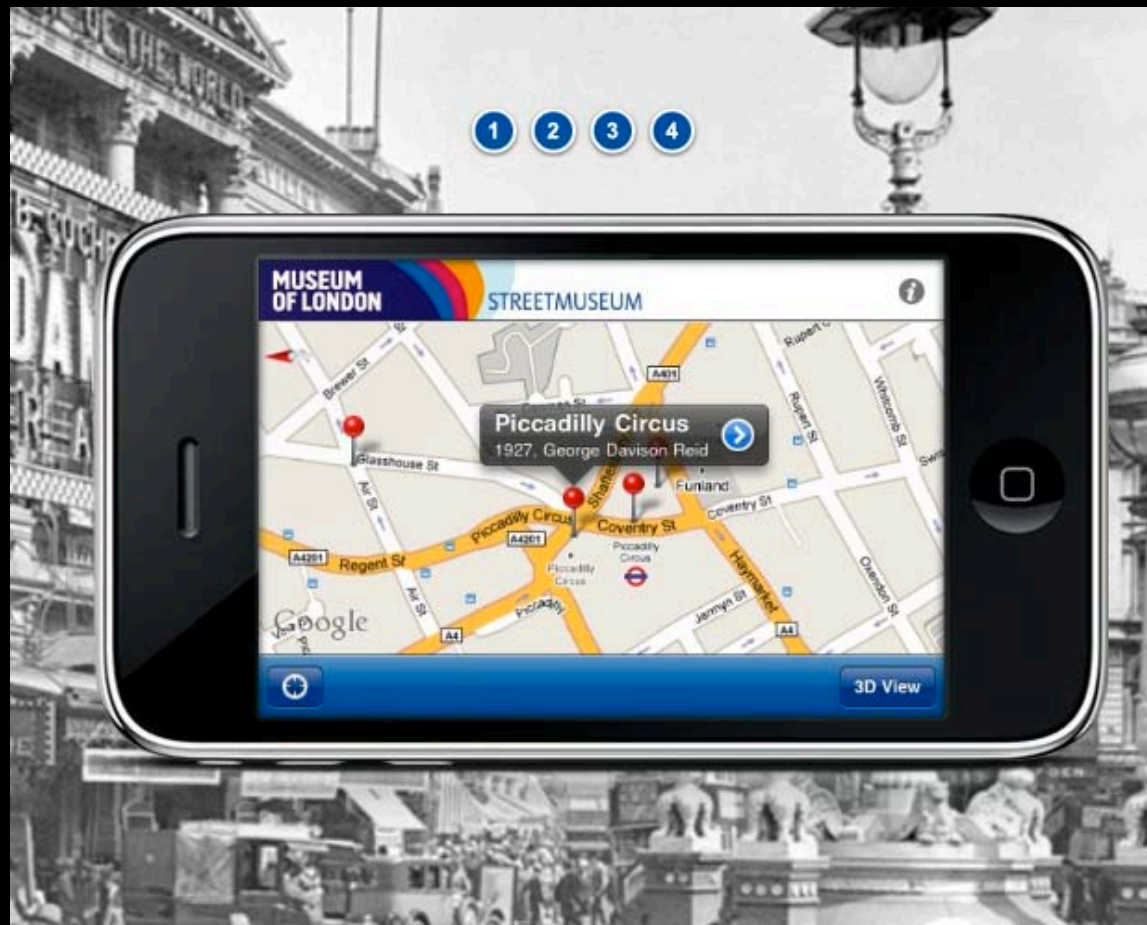
### Time Breakdown

When visitors are checking in

- 14% Morning (6am-12pm)
- 53% Afternoon (12pm-5pm)
- 27% Evening (5pm-12pm)
- 4% Late Night (12am-6am)

## Museum Applications: Museum of London

Mobile + AR



## Museum Applications: Museum of London

Mobile + AR






## Social Media & Revenue Generation



## Revenue Generation via Groupon


Group  
Purchasing

Share This:    Like 828


### \$60 for a One-Year Membership to The Huntington Library, Art Collections, and Botanical Gardens in San Marino (\$120 Value)


**\$60** No Longer Available

Value	Discount	You Save
\$120	50%	\$60

This deal ended at:  
**11:59PM**  
08/08/2010 

**4,084 bought**

 **The deal is on!**  
Tipped at 6:12AM with 50 bought



**THE HUNTINGTON**  
Library, Art Collections, and Botanical Gardens

#### The Fine Print

Expires Nov 9, 2010  
Must activate by expiration date.  
Limit 1 per person, may buy additional as gifts. Valid toward renewal of current memberships. Not valid with other offers.  
[See the rules](#) that apply to all deals.

#### Highlights

- Rich collection of art & literature
- Gorgeous gardens & grounds
- Invitations to private events
- Discounts on books and plants

## Revenue Generation via Groupon

Group  
Purchasing

### \$5 for One Ticket to the Mugar Omni Theater at the Museum of Science (Up to \$10 Value)

Museum of Science, Boston Museum of Science

**\$5** **Buy!**

Value	Discount	You Save
\$10	50%	\$5

 **Buy it for a friend!**

 **Time Left To Buy**  
**1 day 7:19:44**

**4,802 bought**  
**198 remaining**

 **The deal is on!**  
Tipped at 8:07AM with 500 bought

Share:    Like 166

#### The Fine Print

Expires Jul 3, 2011  
Limit 6 per person. Limit 1 per visit.  
**Subject to availability. Must redeem Groupon at museum box office. Not valid for Exhibit Halls, Planetarium, 3-D Cinema, Butterfly Garden, or other separately ticketed venues. Not valid 4/16-4/24. Not valid for phone or internet orders. Not valid with other offers. Tax included.**  
[See the rules](#) that apply to all deals.

#### Highlights

- Five-story-tall IMAX Dome screen
- Digital sound system
- Four movies playing, including *Tornado Alley*



# Revenue Generation via Kickstarter

Crowdsourced  
Fundraising

The screenshot shows a Kickstarter project page for the Maine Museum of Photographic Arts. The project is successful, having reached its goal of \$17,955 with 94 backers and \$18,195 pledged. The page features a video player with a hummingbird, a progress bar, and various sharing and widget options.

**KICKSTARTER** Log in Sign up

HOME DISCOVER FOLLOW STARTING A PROJECT search projects GO BLOG FAQ GUIDELINES

## Maine Museum of Photographic Arts

Project by [Maine Museum of Photographic Arts](#)

PROJECT HOME UPDATES 13 BACKERS 94 COMMENTS 2 + FOLLOW THIS PROJECT

**94** BACKERS  
**\$18,195** PLEDGED OF \$17,955 GOAL  
**0** SECONDS TO GO

**FUNDING SUCCESSFUL**  
This project successfully raised its funding goal on June 10.

**PLEDGE \$5 OR MORE**  
Our sincere thank you and the realization that you helped found MMPA.  
5 BACKERS

**PLEDGE \$10 OR MORE**

SHARE THIS PROJECT WITH YOUR FRIENDS  
Facebook Twitter Tumblr Email

**GRAB THE WIDGET**  
EMBED ON YOUR SITE

**SHARE THE LINK**  
<http://kck.st/chBxA2>

# Revenue Generation through Exclusive Content

Across  
Platforms

Brooklyn Museum: 1stfans: a socially networked museum membership

http://www.brooklynmuseum.org/join/1stfans/

Home ? FAQ Access Directions @ Contact E-News search (alt+s)

Visit | Exhibitions | Calendar | Collections | Education | Research | About | Give | **Join** | Shop | Press | Community

## Brooklyn Museum

### 1stfans: a socially networked museum membership

Socialize at exclusive events during the Museum's monthly *Target First Saturdays* and continue connecting online with access to artist-created content on our 1stfans Twitter Art Feed. This paperless Membership is only \$20 for the year and is fully tax-deductible!

When you become a 1stfan, you can:

- mingle 🗨️ at exclusive events during every *Target First Saturday*
- access artist-created content 🗨️ on our [1stfans Twitter Art Feed](#)
- receive updates 📧 via Facebook, Flickr, [Twitter](#), or e-mail
- skip the movie lines 🎬 at *Target First Saturday*

### join 1stfans!


We need to get to know each other, so tell us your ...

Name \*

First Last

Phone \*

### 1stfans introduction

 read Will Cary's [introduction](#) to 1stfans

### 1stfans blog

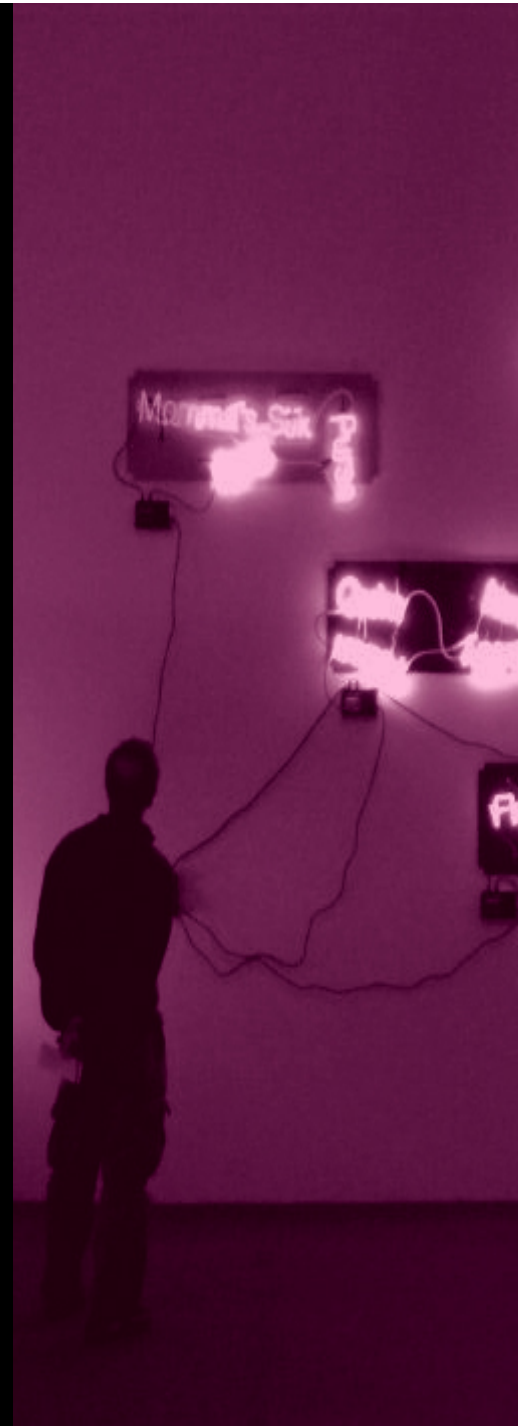
**1stfans Twitter Art Feed Artist for March 2009: Joseph Kosuth** If nothing else, Shelley and I think the 1stfans Twitter Art Feed is a pretty cool concept. We readily admit that we have no idea how the art is going [read more...](#)

**Animal Mummy Research** This past Saturday as part of programming for 1stfans at the Brooklyn Museum, I gave a presentation on the animal mummy research the Conservation Department is doing with the Museum's [read more...](#)

**Jonas Platt** By the mid-1820s, Samuel F. B. Morse finally had achieved in his portraits a more fluid technique and mastery of high color rivaling the accomplishments of the then-elderly Gilbert Stuart. [read more...](#)

[read all 1stfans blog posts](#)

## Concluding Thoughts



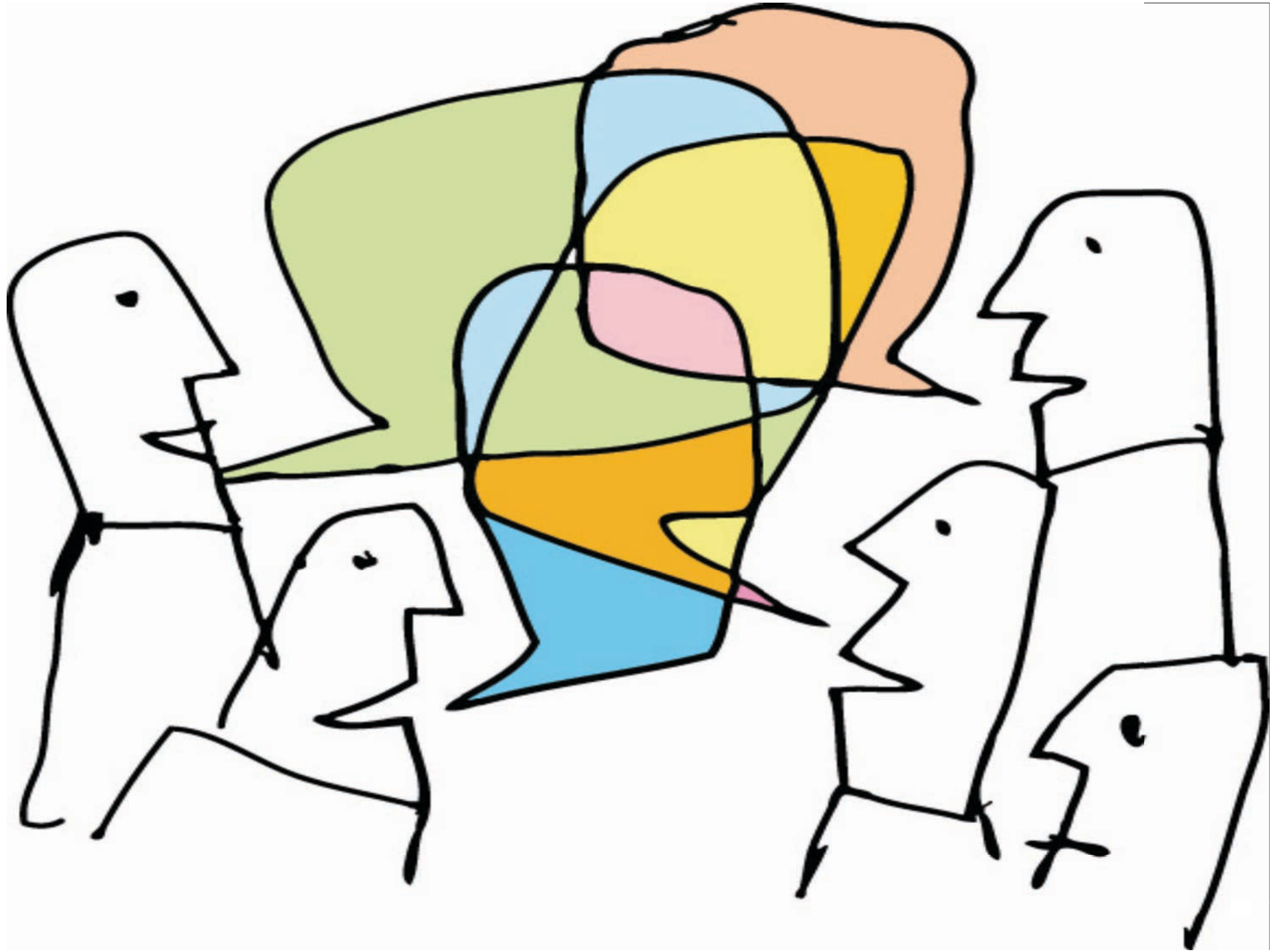
## What is the Social Media Opportunity?

- Forum for brand dialogue.
  - But only if you're listening and willing to respond.
- Content sharing mechanism.
  - But only if you have the resources to create this unique content.
- Avenue for engagement with cultural consumers.
  - If you're active and creating online relationships.
- Vehicle for humanizing your brand activities.
  - But only if you're consistent.
- A tool to be integrated with other marketing tactics.
  - When used as an extension of other brand management tools.

## Key Takeaways

- Nothing works in isolation; no one source is a solution.
- Content is still King; just “being on social media” is not enough.
- Know your audience:  
“Relevance + Resonance = Significance”  
(Brian Solis, author of *Engage*)
- Crowdsourcing is a simple and effective way to involve your audience and grow your community. Radio and television cannot connect with this audience.
- The social media landscape is ever-changing—evaluate, fix, and adapt along the way.

**Breakout Session 1**  
**Social Media Successes and Challenges**



# Culture Track 2011

## Culture Track 2011

### What is Culture Track?

- A survey of behaviors, motivators, and barriers to cultural participation across the United States.
- An ongoing tracking study, fielded five times since 2001.
- Data collected from over 4,000 online respondents in 2011, statistically mirroring the U.S. population with screening criteria to ensure a base level of cultural participation.
- A collaborative research project conducted as a service to the field, free to arts professionals, the media students, and cultural leaders worldwide.

## Culture Track 2011

### What does Culture Track explore?

- Attitudes and behaviors of cultural audiences.
- Trends in attendance at and affiliation with visual and performing arts organizations.
- Motivators and barriers affecting participation.

## Culture Track 2011

### What's new in 2011?

- *Culture Track 2011* gauges the ongoing effects of the economic downturn by tracking against our special 2009 study, *Arts Participation in the Economic Downturn*.
- In addition to baseline tracking data (for comparison with previous studies), *Culture Track 2011* probes usage and impact of new technology and proliferation of social media platforms.
- *Culture Track 2011* also introduces a new, sophisticated segmentation of cultural consumers developed in partnership with SDR consulting.

## Culture Track 2011

### Who did we talk to in 2011?

- 4,005 respondents participated in a nation-wide online survey, representing all 50 states.
  - 18 or over.
  - U.S. residents.
  - Attended at least one cultural activity in the past year.
- Survey fielded and completed in January 2011.
- Margin of error =  $\pm 1.6\%$ .

## Culture Track 2011

### Who did we talk to in 2011?

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## Culture Track 2011

How can I access the full study?

- Visit [www.LaPlacaCohen.com/CultureTrack](http://www.LaPlacaCohen.com/CultureTrack) after April 15 to download a copy of the full study.

## Advance planning is on the rise.

### Time frame of decision to attend

	Performing Arts (n=3,152)	
	2007	2011
Well in advance	<b>50%</b>	<b>62%</b>
A few days in advance	42%	35%
Same day	9%	3%

	Visual Arts (n=2,575)	
	2007	2011
Well in advance	<b>29%</b>	<b>45%</b>
A few days in advance	54%	50%
Same day	17%	5%

- Both visual and performing arts audiences are planning their attendance much farther in advance.
- Visual arts audiences have become significantly less spontaneous.
  - Only 5% of respondents decide to visit a museum or exhibition on the same day, compared to 17% in 2007.
- This longer planning cycle may be attributable to people leading busier lives, and planning their expenditures more carefully.

Online ticket sales dominate all other channels.

### Preferred ticket purchase method

Performing Arts (n=3,152)				
	2004	2005	2007	2011
Mail	5%	4%	3%	4%
Telephone	17%	15%	10%	12%
In person	40%	38%	32%	28%
<b>Internet</b>	<b>38%</b>	<b>44%</b>	<b>55%</b>	<b>56%</b>

Visual Arts (n=2,575)				
	2004	2005	2007	2011
Mail	4%	3%	3%	3%
Telephone	16%	12%	9%	10%
In person	49%	47%	41%	42%
<b>Internet</b>	<b>31%</b>	<b>37%</b>	<b>47%</b>	<b>45%</b>

- Respondents of all ages prefer the Internet for purchasing tickets.
- Box office sales for performing arts continue to decline dramatically.
- For visual arts, online is top but closely followed by purchasing tickets at the admissions desk.

Word of mouth, traditional media, and social media: the recipe is now high-tech and high-touch.

**Information sources consulted for culture**  
(n=4,005)

<b>Word of mouth</b>	<b>75%</b>
Television	73%
Sunday newspapers	68%
Daily newspapers	66%
Radio	62%
<b>Facebook</b>	<b>39%</b>
<b>Twitter</b>	<b>14%</b>
<b>MySpace</b>	<b>11%</b>

- Traditional media channels are still very important ways of sharing cultural information.
- Word of mouth (75% ) has always been essential, but now it expresses itself both online and off.
- Social media is a new channel for word of mouth.
  - Appearing in this study for the first time, data on Facebook (39%) and Twitter (14%) provide a baseline for monitoring the growth of their influence.

## Social media influences cultural participation.

### Effectiveness of social media recommendations

(n=4,005)

Never act on recommendations 31%

Rarely act on recommendations 29%

**Sometimes act on recommendations 32%**

**Often act on recommendations 8%**

- Over two-thirds of respondents act on recommendations for cultural events received through social media.

Frequent attendees are the most likely to use social media to find out about culture.

### Social media usage as a function of attendance

(n=4,005)

	Facebook	YouTube	Blogs	Twitter
<b>4+ cultural events per month</b>	<b>75%</b>	<b>70%</b>	<b>51%</b>	<b>44%</b>
<b>2-3 cultural events per month</b>	<b>66%</b>	<b>56%</b>	<b>37%</b>	<b>23%</b>
1 cultural event per month	56%	52%	21%	10%
No cultural events per month	53%	32%	14%	6%

- Over half of the most frequent cultural attendees regularly utilize Facebook (75%), YouTube (70%), and blogs (50%) on at least a weekly, if not daily, basis.

Younger audiences are not the only ones using social media.

**Social media usage as a function of generation** (n=4,005)

Age	Facebook	YouTube	Blogs	Twitter
<b>18-29</b>	<b>82%</b>	<b>76%</b>	<b>45%</b>	<b>39%</b>
30-44	74%	62%	39%	26%
45-64	54%	39%	25%	11%
65+	43%	22%	14%	3%

- Although younger audiences are heavier users of social media, certain platforms, such as Facebook, are widely used across all generations.

Families are also heavy social media users.

**Use of social media by presence of children**  
(n=4,005)

	Facebook	YouTube	Blogs	Twitter
Families with children	74%	60%	38%	26%
Families without children	54%	40%	23%	13%

- Social media is used more frequently in households with children than those without. For example, 74% of households with children use Facebook on a weekly or daily basis as opposed to 54% of households without children.

Connecting online is a daily habit.

### Websites accessed on a daily basis for communications

(n=4,005)

Personal email	80%
Facebook	38%
Location based services	18%
YouTube	15%

- On a daily basis, personal email (80%) and social media sites like Facebook (38%) rank higher than online local newspapers (15%) and any other news and information site.

### Websites accessed on a daily basis for information

(n=4,005)

My local newspaper site	15%
Other online news sites	14%
Groupon	11%
CNN.com	9%
FOXNews.com	8%
NYTimes.com	5%

## Culture is increasingly accessed through technology.

### How mobile technology gets used

(n=3,765)

Text messaging	62%
Connecting to the Internet	39%
Social media applications	27%
Shopping online or purchasing tickets	22%
Accessing the homepages of cultural institutions	20%
Quick response ("QR") codes	11%

### Other ways of experiencing culture

(n=4,005)

On a website	16%
Download video in digital format	13%
On a mobile device (smartphone, iPad)	11%
Download podcasts	8%

- Audiences are using technology to tap into culture on their home computers, their mobile phones, and their tablet computers.
  - 20% of respondents with mobile phones use them to access the websites or the social media applications of cultural organizations.
  - 11% of respondents use their mobile phones to access content through quick response (QR) codes.

Families with children are technology omnivores.

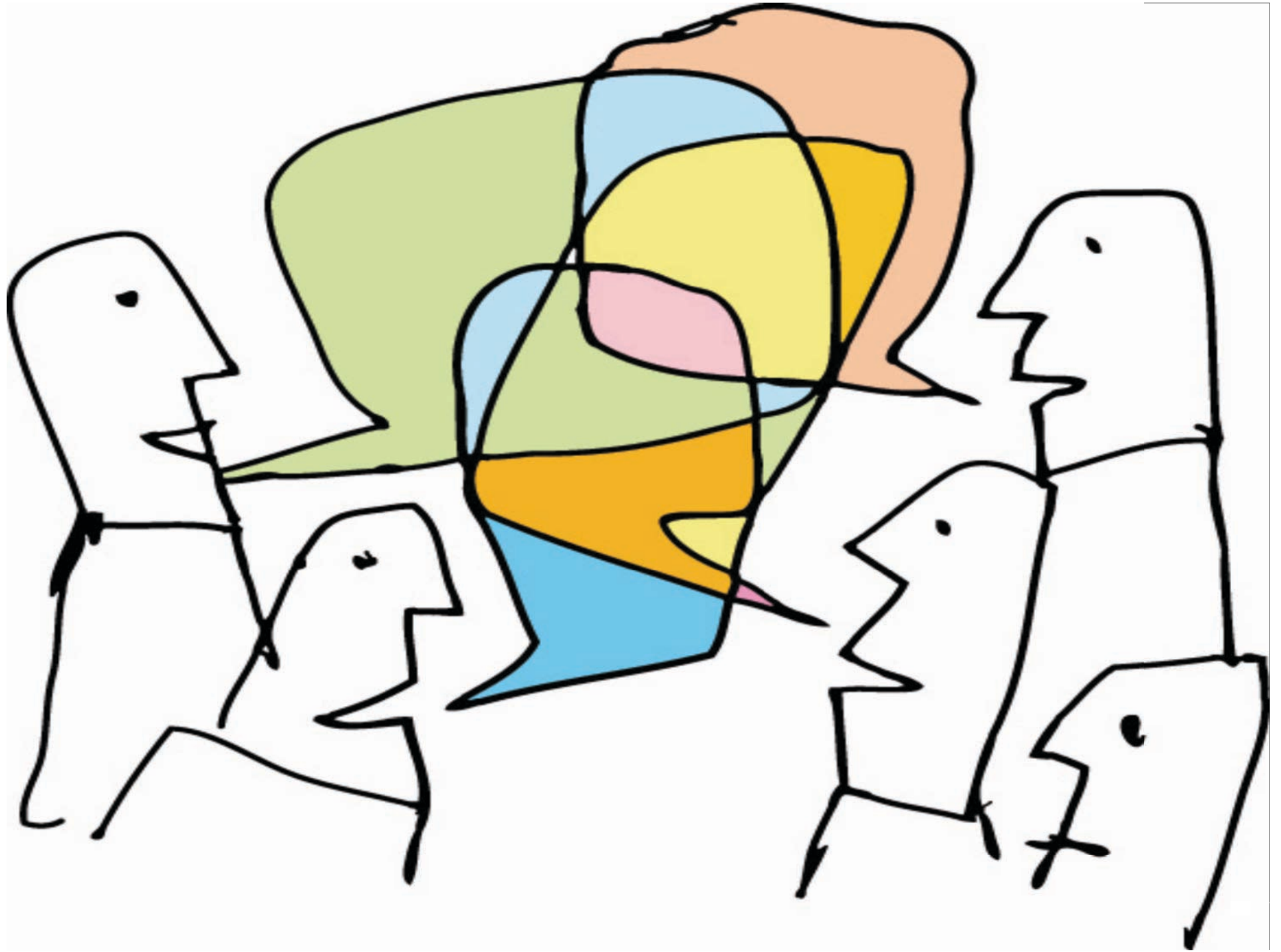
**Presence of technology by presence of children**

(n=4,005)

	Households with children	Households without children
Video game console	72%	30%
iPod/MP3 player	60%	35%
Smartphone	48%	23%
Electronic reader	19%	10%
Tablet computer	15%	6%

- The presence of children in households correlates to high levels of multi-platform technology usage.
- Respondents with children are:
  - Nearly three times as likely to own a tablet computer.
  - Nearly twice as likely to have a smartphone.

**Breakout Session 2**  
**Developing Your Social Media Strategy**



## Conclusion

Time for Feedback!

What information was most useful to you?

What would you like to know more about?



**Thank You**